



News Release

For Immediate Release

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The TRUTH's 'Miley Mania' Adventure Seeks Contestants

Anti-tobacco contest offers chance to win tickets to see Miley Cyrus

(Salt Lake City) – What would bring 20 parent-child teams to face six riddles that compel them to travel more than 50 miles with nothing more than their own two feet and the local public transit system? The TRUTH's Miley Mania Adventure, of course! The contest, slated for June 20, is an Amazing Race-style competition to win tickets to see Miley Cyrus perform at Provo's Stadium of Fire on July 4.

The contest is accepting entries from June 9 until June 18, and only Cyrus fans who are prepared to face physical and mental challenges need apply. The competition will require contestants to use their anti-tobacco knowledge to solve six riddles. Answers will lead them to their next clue, and to various locations across the Wasatch Front.

Teams must demonstrate speed, navigate public transportation, and travel upwards of 50 miles in the process. This rigorous competition is likely to test the endurance of even the most dedicated; practice runs have lasted up to seven hours. The 1st place team will win four tickets to Stadium of Fire featuring Miley Cyrus, while 2nd- through 5th place teams will win two tickets each. To enter the contest, visit www.fighttheugly.com. Each day two teams will be chosen at random to compete.

“The TRUTH will put the fortitude of Miley Cyrus fans to the test while reinforcing an important anti-tobacco message,” says Adam Bramwell, youth educator for The TRUTH. “It's youth-focused efforts like this that have helped bring Utah's youth smoking rate down to 7.4 percent—the lowest in the nation.”

The TRUTH is also giving away tickets to a premier of the new *American Girl* movie to those who come out to cheer the racers as they take off from the Gateway's Olympic Snowflake Fountain on June 20 at 11:30 a.m.

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The first 300 people to arrive will receive free movie tickets and can enter a raffle for two tickets to Cyrus' performance. The drawing will take place at 6:15 p.m., just before the movie at Megaplex 12 Theater at the Gateway.

Utah's youth smoking rate is the lowest in the nation. Utah's high school students are three times less likely to smoke than their peers nationwide. Thirty-eight percent fewer high school students smoke today than they did during the campaign's early days in 1999.

Every day more than 1,500 people nationally under the age of 18 become regular smokers. About one-third of them will eventually die from a tobacco-related disease. Ninety percent of people start smoking before the age of 19 and most teens who smoke say they would not have started if they could do it over again. Nearly 190,000 Utahns continue to smoke cigarettes, and more than 1,100 Utahns die annually as a result of their own smoking.

For more information or to enter to win a place in The TRUTH's Miley Mania Adventure, visit www.fighttheugly.com.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.